



# Agricultural Journals

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# Agric. Econ. – Czech

ŠrédI K., Soukup A.:

## Consumer's behaviour on food markets

Agric. Econ. – Czech, 57 (2011): 140-  
144

The article is interested in the problems of consumer's behaviour in the food market and namely the determining factors of his (her) behaviour according to the neoclassical theory approaches and its modern modifications, which are compared here with the concepts of other authors. It also is interested in the